

The Influence of Brand Strength on Word Of Mouth Through Customer Satisfaction and Customer Loyalty on General Achmad Yani University Students

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Abstract

Colleges must carry out several market strategies to compete. One of these strategies is to increase brand strength to improve marketing performance. This study aimed to analyze the impact of brand strength on customer satisfaction, customer loyalty, and WOM. The analysis method uses a quantitative approach with Structural Equation Modeling (SEM). This study involved a sample of the Unjani student population. The minimum number of samples in research using multivariate analysis methods, including multiple regression, is 10 times the number of variables. The research model and research hypotheses were tested using Structural Equation Modeling. For positive mediated Word of Mouth (WOM), the results showed that there was no significant positive effect of Brand Familiarity mediated by Customer Loyalty on positive mediated Word of Mouth (WOM); There is no significant positive effect of Brand Remarkability mediated by Customer Loyalty on positive mediated Word of Mouth (WOM). Finally, Customer Satisfaction influences positive Word of Mouth (WOM) via Customer Loyalty.

Keywords: *Brand Strength, Customer Satisfaction, Customer Loyalty.*



A. INTRODUCTION

Today, with increasingly fierce business competition faced by companies by companies engaged in the same field, it requires foresight from the management to determine various alternative marketing strategies so that they can continue to exist in carrying out their operations (Faruq & Usman, 2014). This is related to one of the specific goals and must be pursued by all types of businesses of every company, namely maintaining the company's survival for an extended period (going concern) and obtaining maximum profit (Dharmmesta, 2003). to be able to design and implement various marketing strategies that can create, maintain, and increase consumer satisfaction with the products offered (Wirapraja et al., 2021)

Brand management researchers are eager to learn more about how customers feel about a company's products and services. Defining brand equity may be done in three ways, according to Feldwick in Casidy & Wymer (2015): the overall brand value possessed by the company, a measure of customer attachment to the brand, and a measure of customer trust. As a result, the strength of a brand is directly linked to its image, which in turn influences its value (Casidy & Wymer, 2015). As a metric of brand

equity, the strength of a company's brand plays an important role in brand management (Wymer, 2013). Positive brand value considerations, purchasing interest, actual purchasing behavior, and brand choice are all affected by strong customer attachment to the brand (Casidy & Wymer, 2015). Brand strength and consumer happiness and loyalty are examined in this study, which examines the impact of brand strength on word-of-mouth marketing (WoM).

Brand strength, according to Keller in Casidy & Wymer (2015), begins with how companies manage communication attributes, non-product items and services and brand benefits to affect customer engagement with brands. As of now, academics have examined the power of a company's brand by looking at consumer interactions with them over time, rather than the company's efforts to create a brand (Rindell & Strandvik, 2010). The degree to which a brand's target audience recognizes it, values it, and thinks it's beneficial to them is what we mean when we talk about a brand's strength (Wymer, 2013).

Consumer satisfaction is an attitude or evaluation formed by customers by comparing pre-purchase estimates with what will be received from a product based on subjective perceptions of the actual performance received (Saha & Zhao, 2005). Consumer satisfaction with the purchase of a product or service depends on the product's actual performance so that it is in line with buyer expectations. Satisfied consumers tend to be loyal consumers, so if the level of consumer satisfaction increases, it will be followed by consumer loyalty. The satisfaction obtained by a consumer can increase the intensity of buying from these consumers. The creation of optimal customer satisfaction encourages the creation of loyalty in the minds of satisfied consumers (Aaker, 1992).

As a result of producing customer satisfaction, the firm and its customers can enjoy a happy connection, which can lead to more sales, as well as a word-of-mouth recommendation that is profitable for the company (Tjiptono, 2006) — affected by word-of-mouth, the image of the brand, and the quality of the service.

General Achmad Yani University (Unjani) is the only university in Cimahi City. Unjani owns eight faculties. In 2018 the number of new Unjani students was 3,300 people; in 2019, the number of Unjani students was 2,850. In 2019 there has been a decrease in new students by 13.6%, which impacts the results of marketing performance.

Customers' satisfaction, loyalty, and word-of-mouth (WOM) were the primary goals of this study. Casidy & Wymer's theory is cited as the conceptual model (2015). Customers' contentment, loyalty, and word-of-mouth marketing (WOM) are all examined in relation to brand strength. Unjani is the site chosen for the study. University branding research is still in its infancy (Joseph, 2012). This research is expected to explain the influence of brand strength on WOM through customer satisfaction and customer loyalty to students at Unjani through the consideration of the restrictions.

B. LITERATURE REVIEW

1. Brand Strength

Brand strength, according to Wymer (2013), is the degree to which a brand is recognized by a target audience, is deemed reasonable by a target audience, and is considered outstanding by a target audience/attractive audience. The three elements of brand strength are brand familiarity, brand-ability, and brand attitude. The goal of a company is to make its name known. By "well-known brand trait," we mean anything that the target market is already familiar with. According to Casidy & Wymer (2015), the more well-known a company's brand is, the more powerful the company's brand will be. This metric measures a brand's superiority over the competition in its industry. According to Biel in Casidy & Wymer (2015), a powerful brand requires the importance of its product class. For a brand to be called quality, Casidy & Wymer (2015) suggest that it must have some unique characteristics and be regarded as such by consumers. In the past, researchers have discussed the importance of distinguishing the dominant brand (the strongest brand in its class) from its competitors.

2. Customer Satisfaction

"Customer satisfaction" in this study is a term used to describe a student's general impression of the university. As a result, this notion of satisfaction has been modified to fit the context of earlier studies. Satisfaction, according to the author, is a state of mind, not a procedure (Casidy & Wymer, 2015).

3. Customer Loyalty

Studying students' commitment to a college or university is the focus of this research. Brand loyalty, according to Wymer (2013), is the degree to which individuals or groups perceive the branded item. In the author's view, student loyalty is only a psychological construct that has nothing to do with academic performance. It is consistent with prior studies (Funk, 2010), loyalty as social affiliation, and loyalty as patriotism in the conceptualization of loyalty (Casidy & Wymer, 2015). Goldfarb (2011) defines loyalty as a person's commitment to a specific objective. A donor's commitment to a nonprofit is defined by Sage Non-profit Insights (2013) as a "emotional connection and relationship." Loyalty is defined by Casidy & Wymer (2015) as a voluntary feeling of affiliation and devotion to the organization they volunteer for.

4. Positive WOM (*Word of Mouth*)

Positive WOM conduct relates to how students speak positively about the university to others. The author chooses the term positive WOM because he believes it is more inclusive and can help describe the research's structure. Historically, research on WOM as a construction label has largely followed one of two paths. The first stream is to refer to positive consumer feedback as WOM. This stream views favorable WOM remarks

as a desirable marketing consequence (Lien & Cao, 2014). The second line of research defined WOM as a bipolar construct in which consumers can express either positive or negative sentiments (Anderson, 1998). The author's formulation of the WOM concept is compatible with the first research stream.

5. Conceptual Model

Following the author's discussion of the construction, he gives the conceptual model in Figure 1, which illustrates the interaction between concepts. Prior marketing research has demonstrated some of the potential effects that can result from firms developing client relationships (Brown et al., 2005). These outcomes include positive word-of-mouth (White & Schneider, 2000; Reichheld, 2003; Christopher et al. 2013). There are discrepancies between these findings and those of prior investigations. According to Mittal (1999), brand strength influenced WOM positively, but Arnett et al. (2003) concluded that brand strength had no effect on WOM.

Additional research on the antecedents of WOM has studied the influence of opinion leadership on WOM (Rinchins & Root-Shaffer, 1988). According to Brown et al. (2005), only a few studies have attempted to link positive consumer WOM behavior to prior antecedents. These research examined the direct relationship between post-purchase consumer reactions such as customer satisfaction and loyalty and word-of-mouth marketing. The following author will apply these notions to non-profit organizations.

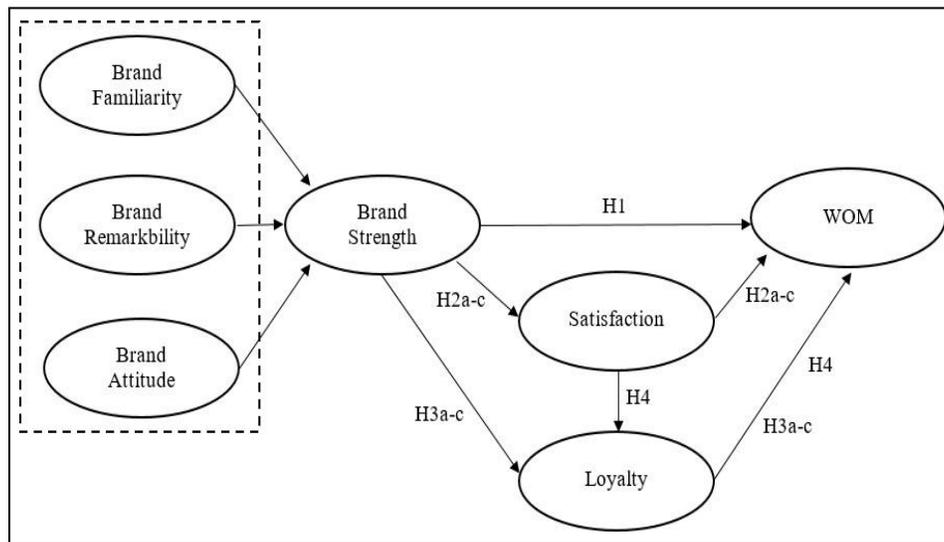


Figure 1 Conceptual Model

6. Hypothesis

The hypothesis in this study is as follows:

- a. Hypothesis 1a: Brand familiarity has a positive effect on positive WOM.
- b. Hypothesis 1b: Brand remarkability has a positive effect on positive WOM.
- c. Hypothesis 1c: Brand attitude has a positive effect on positive WOM.
- d. Hypothesis 2a: The effect of brand familiarity on positive WOM mediated by customer satisfaction.
- e. Hypothesis 2b: The effect of brand remarkability on WOM is positively mediated by customer satisfaction.
- f. Hypothesis 2c: The effect of brand attitude on positive WOM mediated by customer satisfaction.
- g. Hypothesis 3a: The effect of brand familiarity on WOM is positively mediated by customer loyalty.
- h. Hypothesis 3b: The effect of brand remarkability on WOM is positively mediated by customer loyalty.
- i. Hypothesis 3c: The effect of brand attitude on positive WOM is mediated by customer loyalty.

C. METHOD

The analytical method used in this study uses a quantitative approach in answering the identification of research problems. This study involved a sample of the Unjani student population. The determination of the number of samples in this study refers to the view of Sekaran & Bougie (2017) that the minimum number of samples in research using multivariate analysis methods, including multiple regression, is 10 times the number of variables. The number of samples in this study was 117 alumni. Researchers obtain data by distributing online questionnaires through the google form application, which is sent to students following the characteristics and target samples that the researchers have determined. The next step is data analysis using Structural Equation Modeling using AMOS 24. Hypothesis testing is the last step before the researcher conveys the scientific and managerial implications based on the findings of this study.

D. RESULT AND DISCUSSION

1. Validity and Reliability Test Results

A validity test is used to determine the level of accuracy of the measuring instrument in carrying out its measuring function. The validity of the research instrument was tested by correlating each variable score of respondents' answers with the total score of each variable. If the r count is more significant than 0.3, then the questionnaire item is valid. The results showed that the questionnaire items for each variable were valid. This is indicated by the calculated r -value for each item that is greater than the r table (0.3), meaning that all variable questions have a good level of validity which means they can

measure the variables Brand familiarity, Brand remarkability, Brand attitude, Customer Satisfaction, and Researched Customer Loyalty and Word Of Mouth.

Reliability testing using Cronbach's alpha formula. The test results of the measurement instrument are reliable where the minimum acceptable reliability limit is a positive coefficient and is above 0.6. The research results show that the reliability value obtained is greater than the critical value of 0.6 for each of the variables Brand familiarity, Brand remarkability, Brand attitude, Customer Satisfaction, Customer Loyalty, and Word Of Mouth. This test indicates that the measuring instrument used is reliable, so it can be concluded that the measuring instrument used to measure the variable has given consistent results.

2. Normality Test Results

The SEM approach requires a multivariate normality distribution for the data to be calculated using the Maximum Likelihood method. The skewness ratio was used to determine the normality of the data calculated using the Amos software. The ratio skewness value of 2.58 is the criterion for Critical Ratio skewness. If the Critical Ratio skewness score is less than the absolute value of 2.58, the data have a normal distribution.

The calculation results shown from AMOS 24 give the value of the Critical Ratio (cr) skewness for most indicators between -2.58 to 2.58) but there are still more extensive and smaller than ± 2.58 . So, univariate indicator data show the normal distribution, and some are not normally distributed. However, for the multivariate normality test, the Critical Ratio (cr) skewness value is below 2.58 (between -2.58 to 2.58) with a value of 1.883. So, the research data used multivariate fulfills the multivariate normality distribution. Thus, the calculation of SEM analysis can be carried out using the Maximum Likelihood estimation method.

3. Multicollinearity Test Results

Multicollinearity and Singularity Assessment or evaluation of data is used to determine whether the study data contains multicollinearity or singularity in variable combinations. Multicollinearity and Singularity are determined by examining the determinants of the sample's covariance matrix. The presence of multicollinearity and singularity can be determined by the value of the covariance matrix's Determinant, which is tiny or zero (Tabachnick & Fidell, 2013). The Determinant of the sample covariance matrix equals 0.0000000008251 as a result of data processing. Because the Determinant of the sample covariance matrix is not zero, the study data employed do not exhibit multicollinearity or singularity.

4. Structural Equation Modeling Estimation Results

The complete model calculation results from this study using AMOS software version 24 for windows can be seen in Figure 1.

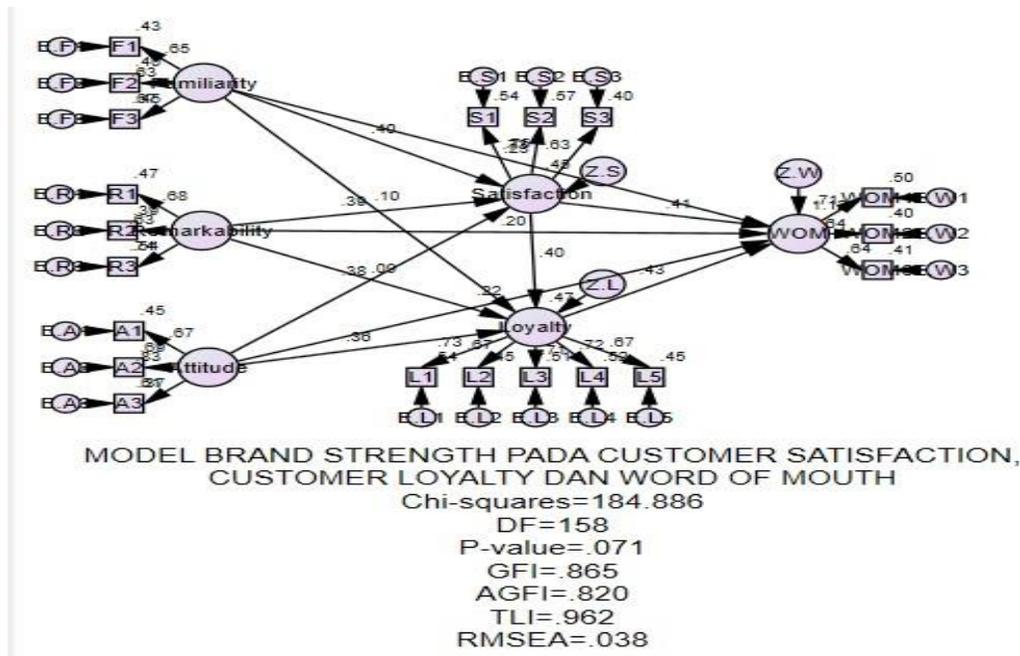


Figure 1 Results of the Structural Model

The Loading factor (SWR) value after calculating the research model shows that all indicators (manifest variables) for Brand familiarity, Brand remarkability, Brand attitude towards Customer Loyalty, Customer Satisfaction, and Word Of Mouth are already above the average cut off (limit) for loading good factor (recommended) of 0.5. The count value (CR/Critical Ratio) obtained for each loading factor of the latent variable indicators Brand familiarity, Brand remarkability, Brand attitude towards Customer Loyalty, Customer Satisfaction, and Word Of Mouth is more than 1.96, so it can be said that the manifest variable used is meaningful. (significant) in measuring the variables Brand familiarity, Brand remarkability, Brand attitude towards Customer Loyalty, Customer Satisfaction, and Word Of Mouth. The measurement model estimation test results show that all indicators and constructs are valid (> 0.5).

5. Testing Fit

a. Measurement Model Fit

Brand attitude towards Customer Loyalty, Customer Satisfaction, and Word Of Mouth are presented in the following table:

Table 4 Construct Measurement Model

Estimate						CR.	P	Variance Extract (≥ 0.50)	Construct Reliability (≥ 0.70)
			RW	SRW	SE.				
F1	<---	Familiarity	0.932	0.655	0.188	4.955	0.000		
F2	<---	Familiarity	0.962	0.635	0.209	4.605	0.000	0.428	0.692
F3	<---	Familiarity	1.000	0.673					
R1	<---	Remarkability	0.681	0.684	0.137	4.968	0.000		
R2	<---	Remarkability	0.808	0.625	0.167	4.852	0.000	0.467	0.724
R3	<---	Remarkability	1.000	0.737					
A1	<---	Attitude	0.917	0.672	0.174	5.264	0.000		
A2	<---	Attitude	1.141	0.832	0.196	5.824	0.000	0.504	0.750
A3	<---	Attitude	1.000	0.608					
S1	<---	Satisfaction	1.000	0.734					
S2	<---	Satisfaction	0.895	0.752	0.117	7.674	0.000	0.501	0.750
S3	<---	Satisfaction	0.733	0.631	0.109	6.702	0.000		
L1	<---	Loyalty	1.007	0.732	0.128	7.851	0.000		
L2	<---	Loyalty	0.835	0.672	0.118	7.086	0.000		
L3	<---	Loyalty	0.812	0.711	0.109	7.421	0.000	0.492	0.829
L4	<---	Loyalty	1.000	0.721					
L5	<---	Loyalty	0.677	0.670	0.095	7.117	0.000		
WOM1	<---	WOM	1.000	0.707					
WOM2	<---	WOM	0.684	0.636	0.089	7.711	0.000	0.438	0.700
WOM3	<---	WOM	0.958	0.640	0.123	7.815	0.000		

Source: Data Processing Results, 2020

Based on the table above, it is known that the standardized Loading factor (SRW) value for each indicator is more than 0.5, so it can be said that the indicators for each construct of Brand familiarity, Brand remarkability, Brand attitude towards Customer Loyalty, Customer Satisfaction and Word of Mouth have good validity in measuring each research variable.

b. Overall Model Fit

The overall fittest is used to determine the model's degree of fit or goodness of fit in general. The assessment criteria for the goodness of fit test might be determined based on the opinions of many specialists. Table 2 summarizes the goodness of fit test indications and cut-off values used to establish the applicability of this research model based on preset criteria.

Table 2 Goodness of Fit Test Results

No	Goodness-of-Fit Measures	Cut-off value	Result	Evaluasion Model
Absolute Fit Measures				
1	Statistic Chi-square (X^2) (CMIN) (df = 158)	$\chi^2_{hit} < \chi^2_{Tabel}$ (188.3317)	184.886	Good Fit
2	CMIN/DF	< 2	1.170	Good Fit
3	The goodness of Fit Index (GFI)	GFI ≥ 0.90 good fit, $0.80 \leq$ GFI < 0.90 marginal fit	0.865	Marginal fit
4	Root Mean Square Error of Approximation (RMSEA)	≤ 0.05	0.038	Good Fit

5	Root Mean Square Residual (RMSR)	$-0.4 < \text{RMSR} < 0.4$	0.059	Good Fit
Incremental Fit Measures				
1	Trucker-Lewis Index (TLI)	$\text{TLI} \geq 0.90$ good fit, $0.80 \leq \text{TLI} < 0.90$ marginal fit	0.962	Good Fit
2	Adjusted Goodness of Fit Indices (AGFI)	≥ 0.90 good fit $0.80 \leq \text{AGFI} < 0.90$ marginal fit	0.820	Marginalfit
3	Normed Fit Index (NFI)	$\text{NFI} \geq 0.90$ good fit, $0.80 \leq \text{NFI} < 0.90$ marginal fit	0.824	Marginalfit
4	Comparative Fit Index (CFI)	$\text{CFI} \geq 0.90$ good fit, $0.80 \leq \text{CFI} < 0.90$ marginal fit	0.969	Good Fit
Parsimonius Fit Measures				
1	Parsimonious Normed Fit Index (PNFI)	The higher the better, compared to alternative model	0.685	Good Fit
2	Parsimonious Goodness of fit Index (PGFI)	$\text{PGFI} < \text{GFI}$	0.651	Good Fit

Source: Data Processing Results, 2020

The goodness of fit test indicates that the models are rather well fitted in general. The goodness of fit metric is larger than the cut-off number if it follows the guidelines. The goodness of fit results in Table 2 indicate that the model is suitable for its size (the chi-square value is smaller than the chi-square table value with a significance level larger than 0.05). The study model's CMIN/DF, GFI, NFI, and RMSEA values all indicate a high degree of conformity. The AGFI score of 0.82 is within the range of 0.80 to 0.90, or within the marginal fit category, where the TLI value is 0.962 0.90. (good fit). The goodness of fit model test determines whether the GOF criterion value meets the requirements for a good fit value. Thus, this model is certified practical for use as a tool for validating the theory developed using existing observation data, or it might be claimed that this model is fit.

c. Structural Model Fit

The structural model analysis relates to evaluating the parameters that show a causal relationship or the effect of one latent variable on another latent variable. The influence model of Brand familiarity, Brand remarkability, Brand attitude towards Word of Mouth through Customer Satisfaction, and Customer Loyalty after the goodness of fit test is carried out. Based on the overall model structure, it can be seen that the estimated parameter values of the variables used are presented in table 3 below:

Table 3 Parameter Estimation Results

<i>Model</i>			<i>Estimate*</i>		<i>SE</i>	<i>CR</i>	<i>P</i>	<i>R²</i>
			<i>RW</i>	<i>SRW</i>				
Satisfaction	<---	Familiarity	0.336	0.401	0.115	2.923	0.003	0.161
Satisfaction	<---	Remarkability	0.276	0.385	0.089	3.115	0.002	0.148
Satisfaction	<---	Attitude	0.453	0.377	0.156	2.898	0.004	0.142
Loyalty	<---	Familiarity	0.099	0.100	0.131	0.759	0.448	0.010
Loyalty	<---	Remarkability	0.074	0.088	0.108	0.686	0.493	0.008
Loyalty	<---	Attitude	0.506	0.355	0.188	2.693	0.007	0.126
Loyalty	<---	Satisfaction	0.475	0.401	0.195	2.435	0.015	0.161
WOM	<---	Remarkability	0.140	0.203	0.064	2.190	0.029	0.041
WOM	<---	Familiarity	0.189	0.234	0.084	2.250	0.024	0.055
WOM	<---	Attitude	0.253	0.219	0.118	2.151	0.031	0.048
WOM	<---	Loyalty	0.350	0.432	0.099	3.554	0.000	0.187
WOM	<---	Satisfaction	0.398	0.414	0.130	3.065	0.002	0.171

Source: Data Processing Results, 2020

The significance test results on the estimated path coefficient in the model are significant at an error rate of 5%, which is indicated by the CR value > 1.645 or the P-value has a value < 0.05.

6. Hypothesis Testing

To partially test the significance of the indirect effect (testing the mediation hypothesis) the Sobel test procedure was carried out (Kline, 2016: 245). The Sobel t test value is obtained from calculations using the Sobel Test for the Significance of Mediation Calculator.

Table 4 T . Test Results

<i>Model</i>			<i>SRW</i>	<i>CR</i>	<i>P</i>
WOM	<---	Remarkability	0.203	2.190	0.029
WOM	<---	Familiarity	0.234	2.250	0.024
WOM	<---	Attitude	0.219	2.151	0.031
Indirect effect			T Sobel test		P
WOM	<- Satisfaction	<- Remarkability	0.166	2.1136	0.03454
WOM	<- Satisfaction	<- Familiarity	0.159	2.17869	0.02935
WOM	<- Satisfaction	<- Attitude	0.156	2.10687	0.03512
WOM	<- loyalty	<- Remarkability	0.043	0.73902	0.45988
WOM	<- Loyalty	<- Familiarity	0.038	0.67266	0.50115
WOM	<- Loyalty	<- Attitude	0.153	2.14151	0.03223
WOM	<- Loyalty	<- Satisfaction	0.173	2.00586	0.04487

Source: Data Processing Results, 2020

7. The Influence of Brand Strength on Word of Mouth (WOM)

a. The Effect of Brand Familiarity on Word of Mouth (WOM)

The CR value of the Brand familiarity variable to Word of Mouth (WOM) is positive at 2.190 with a likelihood of positive WOM based on the analysis of SEM model data with AMOS 24 software (0.029). The CR score is 1.645, which means that H0 is rejected and H1 is accepted, indicating that Brand familiarity has a positive impact on positive Word of Mouth (WOM). As can be seen from the Standardized Total Effects output, Brand familiarity has a positive influence on WOM with a magnitude of 0.203. It is safe to say that brand familiarity has a considerable impact on positive Word of Mouth (WOM), as measured by this 0.377-unit score.

b. Effect of Brand Remarkability on Word of Mouth (WOM)

The CR value of the Brand remarkability variable to Word of Mouth (WoM) is positive at 2,250 with a probability of 0.024 after processing the SEM model data with AMOS 24 software. The CR score is 1.645, indicating that H0 is rejected and H1 is accepted, indicating that brand remarkability has a favorable effect on positive word of mouth (WoM). According to the Standardized Total Effects output, the size of the effect of Brand remarkability on positive Word of Mouth (WoM) is 0.234. With this figure, it can be concluded that brand remarkability has a considerable positive effect on a positive Word of Mouth (WoM) of 0.234 unit value.

c. The influence of Brand attitude on Word of Mouth (WOM).

The CR value of the variable Brand attitude to Word of Mouth (WOM) is positive at 2.151, with a probability of 0.031, based on the results of the SEM model data processing with AMOS 24 software. The value of CR 1.645 indicates that H0 is rejected and H1 is accepted, indicating that Brand Attitude has a favorable effect on Word of Mouth (WOM). According to the output of Standardized Total Effects, the size of the Brand attitude's influence on positive Word of Mouth (WOM) is 0.219. With this result, it can be concluded that there is a significant positive effect of 0.219 units of value between Brand attitude and positive Word of Mouth (WOM).

8. The Effect of Brand Strength on Positive Word of Mouth (WOM) Mediated by Customer Satisfaction

a. The influence of brand familiarity on Word of Mouth (WOM) is positively mediated by Customer Satisfaction.

According to the calculations, the Sobel test value for the Brand familiarity variable was 2.1136 with a probability of 0.03454 for positive Word Of Mouth (WOM) mediated by Customer Satisfaction. The result of CR 1.645 indicates that H0 is rejected and H1 is accepted, indicating that brand familiarity has a favorable effect on positive word of mouth (WOM). The size of the effect of Brand familiarity on positive Word of Mouth (WOM) is 0.166, as mediated by Customer Satisfaction. With this number, it is

possible to conclude that brand familiarity has a considerable positive effect on positive word of mouth (WOM), as mediated by customer satisfaction, of 0.166 units of value..

- b. The effect of Brand remarkability on Word Of Mouth (WOM) is positively mediated by Customer Satisfaction.

According to the calculations, the Sobel test value for a positive Word Of Mouth (WOM) mediated by Customer Satisfaction was 2.17869 with a probability of 0.02935. The CR score is 1.645, indicating that H0 is rejected and H1 is accepted, indicating that there is a positive influence of Brand Remarkability on positive Word Of Mouth, as mediated by Customer Satisfaction (WOM). The magnitude of the effect of Brand Remarkability on positive Word Of Mouth (WOM) as mediated by Customer Satisfaction is 0.159. With this value, it is possible to conclude that there is a considerable positive effect of Brand remarkability on positive Word Of Mouth (WOM), which is mediated by Customer Satisfaction at a unit value of 0.159.

- c. The positive influence of Brand Attitude on Word Of Mouth (WOM) mediated by Customer Satisfaction

According to the calculations, the Sobel test value for a favorable brand attitude toward Word Of Mouth (WOM) as mediated by Customer Satisfaction is 2.10687, with a probability of 0.03512. The value of CR 1.645 indicates that H0 is rejected and H1 is accepted, implying that Brand Attitude has a positive effect on Word Of Mouth (WOM) via Customer Satisfaction. The size of the Brand attitude's influence on positive Word of Mouth (WOM), as mediated by Customer Satisfaction, is 0.156. With this number, it can be concluded that there is a considerable positive correlation between Brand attitude and positive Word Of Mouth (WOM), as mediated by 0.156 units of Customer Satisfaction.

9. The positive influence of Brand Strength on Word of Mouth (WOM) mediated by Customer Loyalty

- a. The influence of brand familiarity on word of mouth (WOM) is positively mediated by customer loyalty.

According to the calculations, the Sobel test result for the Brand familiarity variable was 0.73902 with a probability of 0.45988 for positive Word Of Mouth (WOM) mediated by Customer Loyalty. With a CR value of 1.645, H0 is accepted, indicating that brand familiarity has no substantial positive effect on positive word of mouth (WOM). The magnitude of the effect of Brand Familiarity on positive Word Of Mouth (WOM), as mediated by Customer Loyalty, is 0.043.

- b. The positive influence of Brand remarkability on Word Of Mouth (WOM) mediated by Customer Loyalty

According to the calculations, the Sobel test result for positive Word Of Mouth (WOM) mediated by Customer Loyalty was 0.67266 with a probability of 0.50115. With a CR score of 1.645, H0 is accepted, indicating that there is no substantial positive effect of Brand Remarkability on positive Word of Mouth via Customer Loyalty (WOM). The

magnitude of the effect of Brand Remarkability on positive Word Of Mouth (WOM) as mediated by Customer Loyalty is 0.038.

- c. The influence of positive brand attitude on Word of Mouth (WOM) mediated by Customer Loyalty

According to the calculations, the positive Sobel test value for the relationship between Brand attitude and Word Of Mouth (WOM) mediated by Customer Loyalty was 2.14151 with a probability of 0.03223. The value of CR 1.645 indicates that H₀ is rejected and H₁ is accepted, indicating that there is a favorable effect of Brand attitude on positive Word of Mouth (WOM) via Customer Loyalty. The size of the Brand attitude's influence on positive Word Of Mouth (WOM), as mediated by Customer Loyalty, is 0.153. With this figure, it can be concluded that there is a significant positive effect between Brand Attitude and Positive Word Of Mouth (WOM) of 0.153 units of value, as mediated by Customer Loyalty.

10. The positive influence of Customer Satisfaction on Word Of Mouth (WOM) mediated by Customer Loyalty

According to the calculations, the Sobel test value for the relationship between Customer Satisfaction and positive Word Of Mouth (WOM) mediated by Customer Loyalty is 2.00586, with a probability of 0.04487. With a CR value of 1.645, H₀ is rejected and H₁ is accepted, indicating that Customer Satisfaction has a positive effect on Word Of Mouth (WOM), which is mediated by Customer Loyalty. With this figure, it is possible to conclude that Customer Satisfaction, as mediated by Customer Loyalty, has a considerable positive effect on positive Word Of Mouth (WOM) of 0.173 unit value. Thus, this study establishes that the three characteristics of brand strength, namely brand familiarity, brand remarkability, and brand attitude, all have a favorable effect on positive word of mouth. Additionally, these three qualities have a beneficial effect on good word-of-mouth, as mediated by customer satisfaction. Additionally, the brand attitude dimension positively affects positive WOM via customer loyalty, and customer satisfaction positively affects positive WOM via customer loyalty.

E. CONCLUSION

According to the findings of this study, brand strength has a favorable effect on good word of mouth (WOM). Additionally, brand strength has an effect on positive word of mouth (WOM), which is mediated through consumer satisfaction. Meanwhile, when it comes to brand strength versus positive mediated Word of Mouth (WOM), the results indicate that there is no significant positive effect of Brand Familiarity mediated by Customer Loyalty on positive Word of Mouth (WOM); there is a positive effect of Brand Remarkability mediated by Customer Loyalty on positive Word of Mouth (WOM); and there is a positive influence of Brand Attitude on positive mediated Word of Mouth (WOM). Finally, Customer Satisfaction has a favorable effect on positive Word of Mouth

(WoM), which is mediated through Customer Loyalty. There are various limitations to this study, including the research sample and locus. This study's sample is limited to Jenderal Achmad Yani University alumni via social media communication networks. Thus, additional research can be conducted by administering surveys to a larger number of respondents and alumni groups in order to communicate study findings more effectively. According to the research findings, it is critical for universities to deliver university programs, implement the best programs for universities that are unique and superior to other universities, and create a positive impression on students by continuously improving the quality of education and providing positive study experiences.

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